



» LOMBARDO'S »



www.lombardos.ca



info@lombardos.ca



Main Location:

1641 Commercial Dr, Vancouver, BC V5L 3Y3



» LOMBARDO'S »

Pizzeria & Ristorante



Table of Contents



01	Introduction
08	Our Service
10	Our Menu
18	Why Us
24	Our Franchise Services
32	Customer Journey
34	Franchise Development Plan
38	Our Options

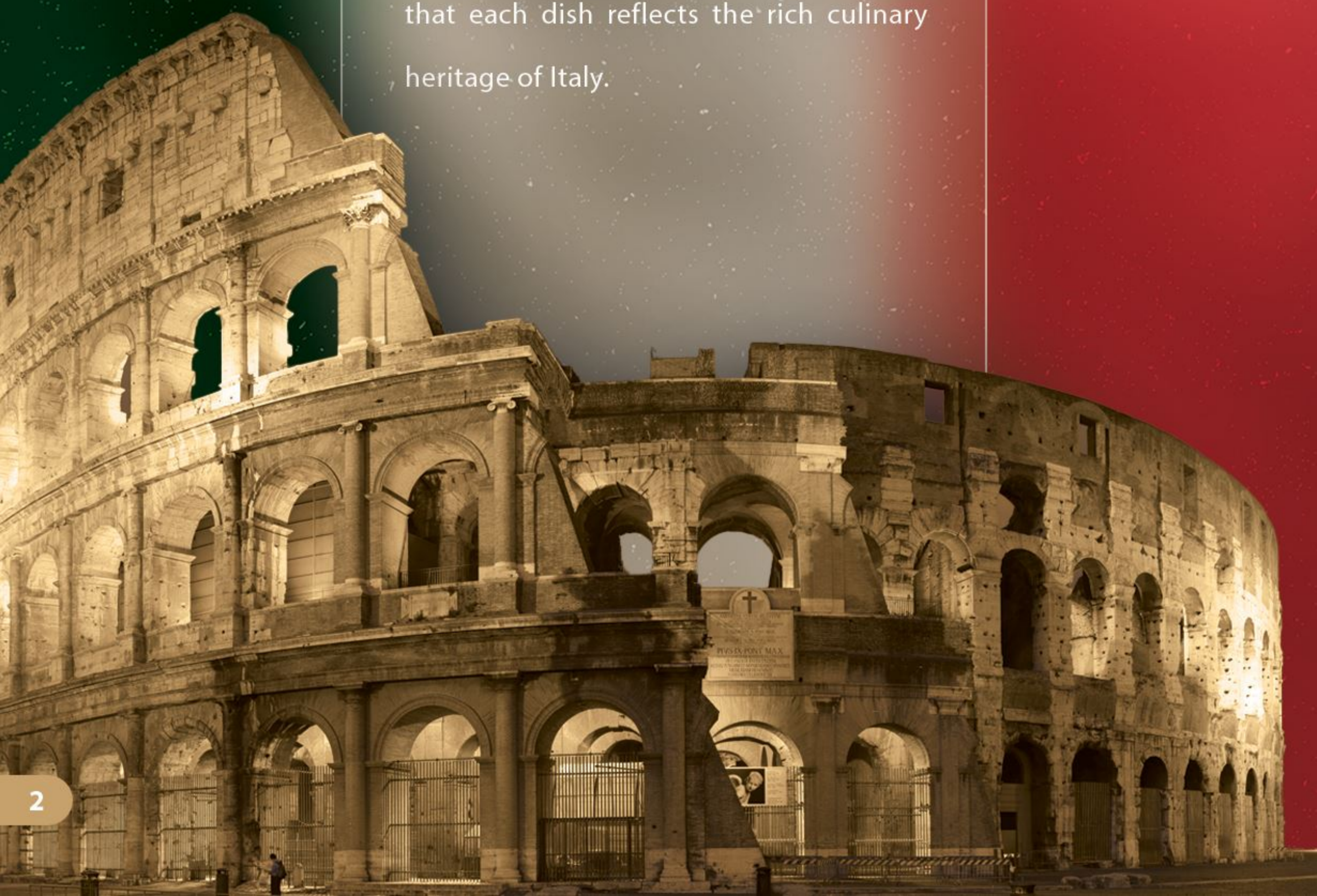


Introduction

Lombardo's restaurant in Vancouver boasts over 40 years of experience in Italian cuisine, particularly renowned for its pizza pasta and being the first to introduce wood-fired pizza to the city. As a franchise in Vancouver and across Canada, Lombardo's has become synonymous with quality and tradition. With a dedication to using high-quality ingredients and innovative cooking techniques, Lombardo's offers a culinary experience beyond the ordinary, making it a cherished destination for Italian food enthusiasts. The owners of Lombardo's restaurant bring a wealth of passion, expertise, and dedication to the culinary world, shaping the dining experience into an actual labour of love. With decades of experience in the restaurant industry, they have cultivated a deep appreciation for Italian cuisine and a commitment to delivering exceptional quality and service to their guests. Their journey began with a vision to introduce authentic wood-fired pizza to Vancouver.

This vision has blossomed into a beloved establishment known for its commitment to tradition and innovation. Drawing inspiration from their Italian heritage and travels, the owners infuse Lombardo's with a distinct sense of authenticity and warmth, creating an atmosphere where guests feel like cherished members of the family.

They are intimately involved in every aspect of the restaurant, from curating the menu to selecting the finest ingredients and ensuring that each dish reflects the rich culinary heritage of Italy.



Their dedication to excellence extends beyond the kitchen, shaping every aspect of the dining experience, from the stylish decor to the attentive service.

Above all, the owners of Lombardo's are driven by a genuine passion for sharing their love of Italian cuisine with others, creating memorable moments and forging lasting connections through the universal language of food.

This vision has blossomed into a beloved establishment known for its commitment to tradition and innovation. Drawing inspiration from their Italian heritage and travels, the owners infuse Lombardo's with a distinct sense of authenticity and warmth, creating an atmosphere where guests feel like cherished members of the family.

They are intimately involved in every aspect of the restaurant, from curating the menu to selecting the finest ingredients and ensuring that each dish reflects the rich culinary heritage of Italy.



Their dedication to excellence extends beyond the kitchen, shaping every aspect of the dining experience, from the stylish decor to the attentive service.

Above all, the owners of Lombardo's are driven by a genuine passion for sharing their love of Italian cuisine with others, creating memorable moments and forging lasting connections through the universal language of food. Their unwavering commitment to quality, authenticity, and hospitality has made Lombardo's a cherished destination for food lovers and a cornerstone of Vancouver's culinary scene.



The experience at Lombardo's restaurant is like a delicious journey into Italian cuisine. Its menu offers a diverse range of Italian dishes, from creamy and flavorful pizzas to fresh and tasty pastas.

High-quality ingredients and varied combinations allow customers to enjoy a unique and delightful experience. Additionally, the friendly atmosphere and professional service are other attractive features of this restaurant that turn dining into an enjoyable adventure.

The services

offered at this restaurant include:

Dine-In:

Guests can enjoy their meals in the cozy and inviting restaurant ambiance.

Takeout:

Customers can order their favourite dishes for takeaway.

Delivery:

The restaurant provides delivery services, allowing customers to enjoy their meals in their homes.

Catering:

Lombardo's offers catering services for events and special occasions, providing delicious Italian cuisine to large gatherings.

Reservations:

To ensure a seamless dining experience, the restaurant accepts reservations, allowing guests to secure their preferred dining time.

Private Events:

Lombardo's can accommodate private events and parties, providing personalized menus and services for a memorable celebration.

Wine Selection:

The restaurant offers a curated wine selection to complement the Italian dishes and enhance the dining experience.

Gift Cards:

Customers can purchase gift cards to share the experience of Lombardo's with their friends and family.



L

Our Menu: Appetizers



Bruschetta: Grilled bread topped with fresh tomatoes, garlic, basil, and olive oil.

Caprese Salad: Slices of fresh mozzarella, tomatoes, and basil drizzled with balsamic glaze.



Antipasto Platter: Assorted Italian meats, cheeses, olives, and roasted vegetables.



Pizzas



Margherita: Tomato sauce, fresh mozzarella, basil, and a drizzle of olive oil.

Quattro Stagioni: Tomato sauce, mozzarella, ham, mushrooms, artichokes, and olives.



Diavola: Spicy salami, tomato sauce, mozzarella, and chilli flakes.





Pastas

Spaghetti Carbonara: Spaghetti tossed with eggs, pancetta, Parmesan cheese, and black pepper.



Fettuccine Alfredo: Fettuccine pasta in a creamy Parmesan sauce.



Penne Arrabbiata: Penne pasta in a spicy tomato sauce with garlic and chilli flakes.



Main Courses



Chicken Parmigiana: Breaded chicken breast topped with marinara sauce and melted mozzarella cheese.



Osso Buco: Braised veal shank served with gremolata and risotto Milanese.



Eggplant Parmesan: Breaded and fried eggplant slices layered with marinara sauce and mozzarella cheese.



Desserts



Tiramisu: Layers of coffee-soaked ladyfingers and mascarpone cheese dusted with cocoa powder.

Cannoli: Crispy pastry shells filled with sweetened ricotta cheese and chocolate chips.



Gelato: Assorted flavours of Italian ice cream, served in a cone or cup.



Beverages

Wine: Italian wines, including reds, whites, and sparkling varieties.



Beer: Domestic and imported beers to complement the meal.



Soft Drinks: Soda, iced tea, and mineral water.



Lombardo's restaurant features a unique bar experience that adds an extra dimension to its Italian dining ambiance. Nestled within the warm and inviting atmosphere of the restaurant, the bar offers a curated selection of Italian and international wines, ranging from robust reds to crisp whites and sparkling varieties. Expertly crafted cocktails, inspired by Italian flavours and ingredients, are also a highlight of the bar menu, providing guests with a taste of artisanal mixology.



The knowledgeable bartenders are dedicated to creating personalized and memorable beverage experiences, whether recommending the perfect wine pairing for a dish or crafting a bespoke cocktail tailored to individual preferences. With its cozy seating, stylish decor, and attentive service, the bar at Lombardo's is the perfect spot to unwind with a pre-dinner drink, enjoy a nightcap after a delicious meal, or savour the company of friends and family in an intimate setting.





Why Choose Lombardo's Restaurant

At **Lombardo's**, we believe that dining is not just about satisfying hunger—it's about creating unforgettable experiences that tantalize the senses, nourish the soul, and foster meaningful connections. Here's why discerning diners choose us:

1. Legacy of Excellence: With over 40 years of experience in the culinary industry, Lombardo's has established itself as a beacon of excellence in Italian cuisine. Our rich history, commitment to quality, and dedication to innovation set us apart as leaders in the field.

2. Pioneer of Tradition

Lombardo's is the first restaurant in Vancouver to introduce wood-fired pizza to its patrons. This pioneering spirit, combined with a reverence for traditional Italian cooking methods, ensures that every dish we serve is imbued with authenticity and flavour.





3. Unrivaled Expertise: Our team of chefs brings knowledge and expertise to the kitchen, honed through years of training and a passion for Italian gastronomy. From handcrafted pasta to perfectly charred pizzas, each dish is a testament to our commitment to culinary excellence.



4. Curated Menu

Our menu is thoughtfully curated to showcase the best of Italian cuisine, from classic favourites to innovative creations. Using only the finest ingredients sourced locally and internationally, we elevate familiar flavours to new heights, delighting the palate with every bite.

5. Warm Hospitality

At Lombardo's, hospitality is more than just a service—it's a way of life. From the moment you step through our doors, you're greeted with a warm smile and made to feel like part of the family. Our attentive staff ensures that every aspect of your dining experience exceeds expectations.

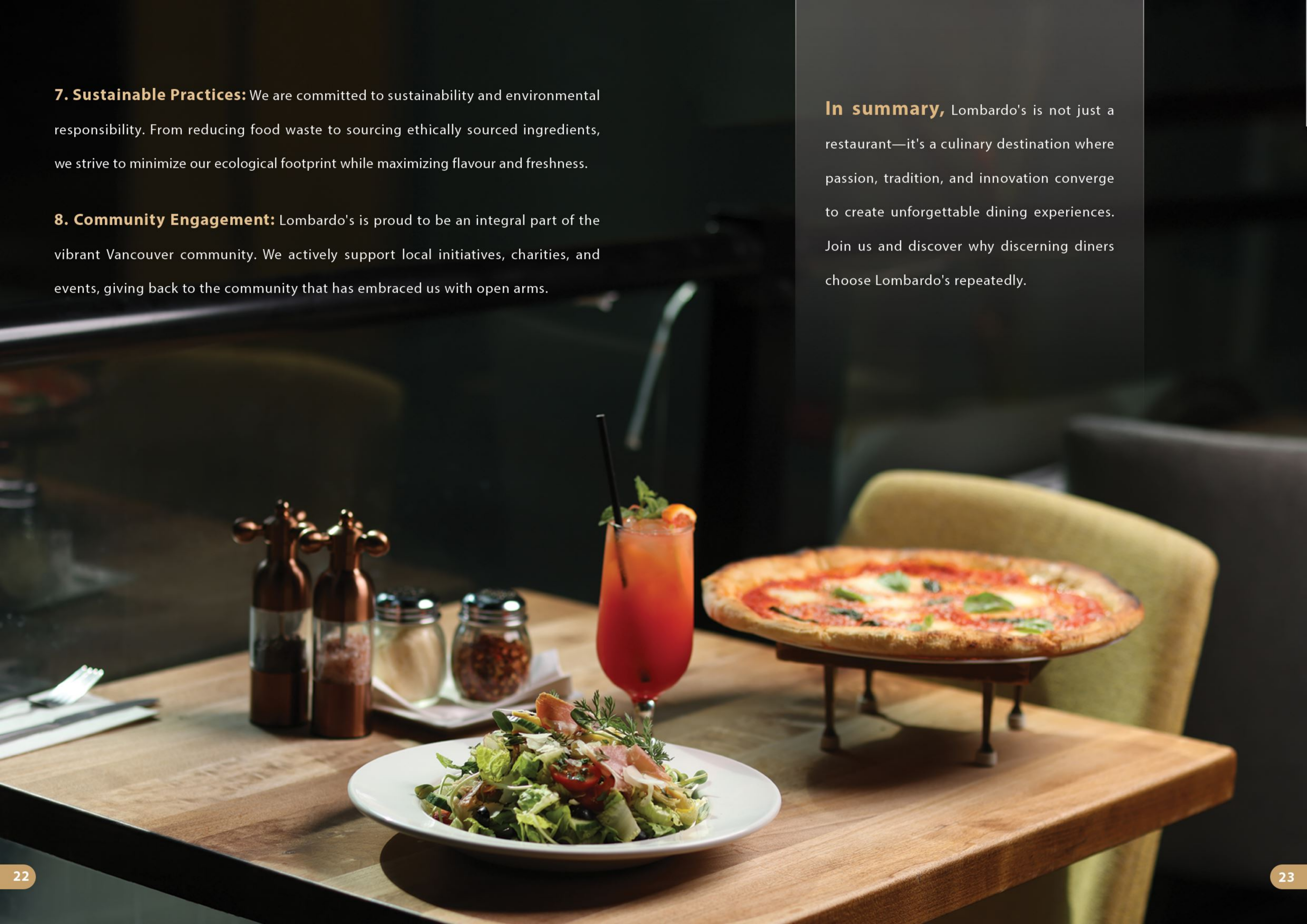
6. Versatile Offerings

Whether you're craving a casual meal with friends, a romantic dinner for two, or a festive celebration with loved ones, Lombardo's offers versatile dining options for every occasion. From intimate booths to spacious dining areas, our restaurant provides the perfect backdrop for memorable moments.

7. Sustainable Practices: We are committed to sustainability and environmental responsibility. From reducing food waste to sourcing ethically sourced ingredients, we strive to minimize our ecological footprint while maximizing flavour and freshness.

8. Community Engagement: Lombardo's is proud to be an integral part of the vibrant Vancouver community. We actively support local initiatives, charities, and events, giving back to the community that has embraced us with open arms.

In summary, Lombardo's is not just a restaurant—it's a culinary destination where passion, tradition, and innovation converge to create unforgettable dining experiences. Join us and discover why discerning diners choose Lombardo's repeatedly.





Our Franchise Services:

Services provided to franchise branches of Lombardo's restaurant include:



1. Brand Support:

Franchisees receive comprehensive brand support, including access to marketing materials, branding guidelines, and ongoing brand development strategies to ensure consistency across all locations.



2. Training Programs

Franchisees and their staff benefit from extensive training programs covering all aspects of restaurant operations, including food preparation, customer service, and managerial skills. This ensures that every branch maintains the high standards set by Lombardo's.



3. Operations Support

Franchisees receive operational support in menu development, inventory management, and supply chain logistics. This assistance helps streamline operations and maximize efficiency.

4. Marketing Assistance

Lombardo's provides marketing assistance to franchise branches, including advertising support, social media management, and promotional campaigns. This helps generate awareness and drive foot traffic to each location.

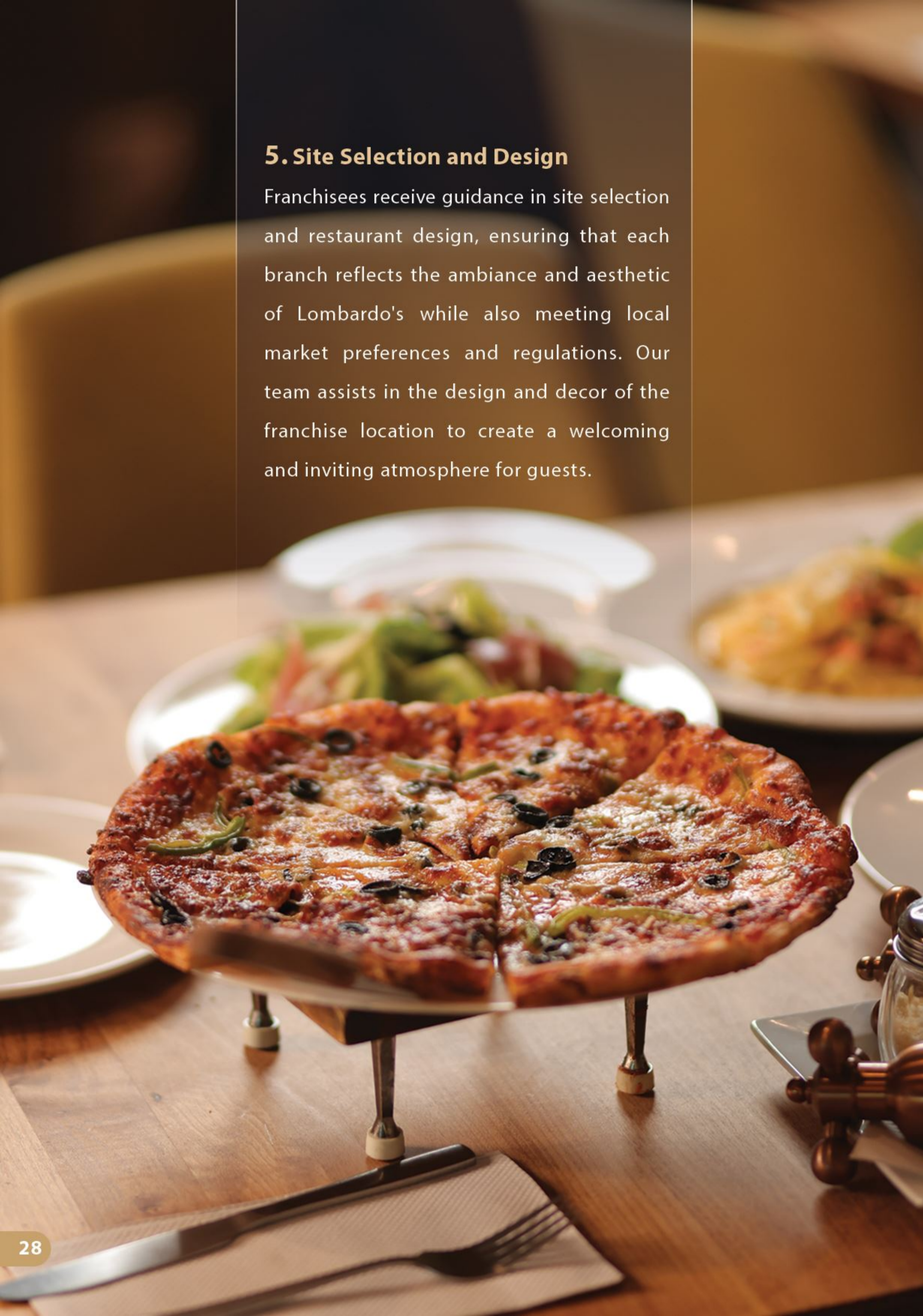


5. Site Selection and Design

Franchisees receive guidance in site selection and restaurant design, ensuring that each branch reflects the ambiance and aesthetic of Lombardo's while also meeting local market preferences and regulations. Our team assists in the design and decor of the franchise location to create a welcoming and inviting atmosphere for guests.

6. Menu Development

Lombardo's supports franchisees in menu development, guiding the selection and pricing of menu items that resonate with local tastes while staying true to the brand's culinary identity.





7. Quality Assurance: Lombardo maintains strict quality assurance standards to uphold the brand's reputation for excellence. Franchise branches receive regular inspections and evaluations to ensure compliance with these standards.

8. Ongoing Support

Franchisees benefit from ongoing support and guidance from Lombardo's corporate team, including access to resources, assistance with problem-solving, and updates on industry trends and best practices.



9. Research and Development

Lombardo invests in research and development to continuously innovate and improve its menu offerings. Franchisees have the opportunity to participate in testing new menu items and providing feedback to help shape the future direction of the brand. Overall, Lombardo's franchise program offers a comprehensive package of support and resources to help franchisees succeed in the competitive restaurant industry while maintaining the integrity and excellence of Lombardo's brand.

Customer Journey



Franchise Development Plan: Lombardo's Restaurant

Phase 1: Vancouver Expansion

Market Research and Analysis:

Conduct comprehensive market research to assess the demand for Italian cuisine in Vancouver and identify prime locations for expansion.

Franchisee Recruitment:

Recruit qualified franchisees who demonstrate a passion for Lombardo's brand and have the financial capacity to invest in a franchise.

Site Selection:

Identify and secure suitable locations for Lombardo's branches in key Vancouver neighbourhoods, considering foot traffic, demographics, and competition.

Training and Support:

Provide franchisees extensive training on restaurant operations, menu management, customer service, and brand standards to ensure consistency across all locations.

Marketing Launch:

Implement a targeted marketing campaign to announce the arrival of Lombardo's in Vancouver, generating buzz and excitement among residents.

Franchise Development Plan: Lombardo's Restaurant

Phase 2: Nationwide Expansion

Nationwide Expansion:

Build on the success of the Vancouver branches to attract additional franchisees interested in expanding Lombardo's presence across Canada.

Market Entry Strategy:

Develop a strategic plan for entering new Canadian markets, prioritizing cities with high demand for Italian cuisine and favourable economic conditions.

Site Selection and Development:

Conduct thorough site evaluations and secure prime locations for new branches in target cities, adhering to Lombardo's brand standards and design aesthetics.

Operational Support:

Provide ongoing operational support and guidance to franchisees, leveraging the experience gained from the Vancouver expansion to ensure smooth operations nationwide.

Marketing Expansion:

Scale up marketing efforts to promote Lombardo's as a national brand, utilizing traditional advertising, digital marketing, and local promotions to drive customer engagement and loyalty.

Franchise Services List (Lombardo Food Service)



Services and products	Investment amount (thousand CAD)		
	400-500\$	700-1.000.000\$	over 1,000,000\$
Conducting resident advisor meetings in Canada to select the most valuable business based on the applicant's needs.	✓	✓	✓
Selecting a business lawyer, entering into a contract with them, and cooperating until the business shares are transferred.	✓	✓	✓
Contracting with a Canadian realtor and cooperating until the closing of the business premises (if required)	✓	✓	✓
Obtaining a business license from the place of business activity's city in Canada	✓	✓	✓
Recruitment, employment and contracting of personnel in accordance with the employment standards of the province of Canada and the relevant province, as determined by equity and justice, and training of personnel in line with standards to achieve goals in the absence of the client.	✓	✓	✓
Contracting with a CPA-approved accountant for bookkeeping, including recording, paying expenses and recording invoices	✓	✓	✓
Conducting marketing and branding activities for the business	✓	✓	✓
Conducting marketing and branding process for the business	✓	✓	✓
Exclusive update of visual brand identity (logo,.... and etc.)	✓	✓	✓
Location and Google Maps	✓	✓	✓

Franchise Services List (Lombardo Food Service)



Services and products	Investment amount (thousand CAD)		
	400-500\$	700-1.000.000\$	over 1,000,000\$
Material Design, furniture and decoration	Own – Well quality	Own – High quality	Own – Luxe quality
The quality of office hardware infrastructure equipment	Well quality	High quality	Ultra quality
Transfer or maintenance of utilities and such as water, electricity, gas, internet, parking, etc.	✓	✓	✓
Obtaining a fire safety certificate from the relevant municipality	✓	✓	✓
Holding specialized training courses in order to get familiar with business content (before the applicant's visit).	✓	✓	✓
Holding educational workshops on financial markets and the Canadian insurance system:	✓	✓	✓
3 sessions with experts in the field	✓	✓	✓
Delivery of business documents in an electronic and physical archive	3 weeks	2 month	2 months above
Business phone line, voip and fax in the desired province	4 telephone lines, fax	6 telephone lines, fax	6 telephone lines, fax

Franchise Services List (Lombardo Food Service)



Investment amount (thousand CAD)

Services and products	400-500\$	700-1.000.000\$	over 1,000,000\$
Design and Implementation	2D-Sketchup	CAD-3D	CAD-3D-Animation Detailed Design
Materials	current standard	Natural Stone and timber from Canada and the United States	European and American Top Brand Franchise Decorative Materials
Recruitment of Event Staffing to hold an event	-	✓	✓
Recruitment team for kitchen operations department	✓	✓	✓
Contracting with Distributor	Snow cap-Bosa	Sysco-Snow cap	Sysco-GFS-Snow cap-Yen Brothers
Hot Drinks Menu	Different Types of Tea and Coffee	Different Types of Tea, Coffee and latte art	Different Types of Tea, Coffee and latte art
Cold Drinks and Cocktails Menu	-	World's Most Popular Beverages and Design Techniques	World's Most Popular Beverages and Design Techniques
Cold Drink and Cocktail Menu Licenses	-	✓	✓
Main Course Menu Design	✓	✓	✓
Appetizer and Salad Menu Design	✓	✓	✓

Franchise Services List (Lombardo Food Service)



Investment amount (thousand CAD)

Services and products	400-500\$	700-1.000.000\$	over 1,000,000\$
Design of a Dessert Menu and Special Offers		✓	✓
Customer seating	12	30	60
Health certificate	✓	✓	✓
Leisure activities	-	Featuring live music from Canada's best bands	Featuring live music from Canada's best bands
Sales tracking system	✓	✓	✓
audio system	Bose	Bose/JBL	Bose/JBL - mixer turntable
computer system	Windows	Mac-iPad-iPod	Mac-iPad-iPod
Choosing the appropriate property and Signing a contract	Well Zoning	High Zoning	Ultara high Zoning
kitchen equipment	Standard	Top Brands (Rational - Turbo Chef ...)	Top Brands (Rational - Turbo Chef ...) , High Performance
Signing a contract through online sales registratio	1	3	5
Operational support	1 weeks after training	2 weeks after training	4 weeks after training
property size	Min 70 M	Min 90 M	Min 120 M
Menu recipe instructions	electronical instructions	All instructions electronically , manual, with illustrations	All instructions electronically , manual, with illustrations
Seasonal menu design	-	A two-season program	12 months
Profitability	2000\$-5000\$	4000 \$-10000\$	6000\$- 12000\$